

FOR IMMEDIATE RELEASE

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Get Ready to Get Wavy, Fayetteville!

The City of Fayetteville, PWC, the Arts Council of Fayetteville-Cumberland County, and the Cool Spring Downtown District are thrilled to announce the arrival of a captivating temporary outdoor public art installation. Brace yourselves, Fayetteville—**e/motion** is coming to downtown!

Imagine the simple joy of a seesaw, the mesmerizing movement of water, and the soothing sounds of the ocean—all coming together to create an unforgettable sensory experience. **e/motion** is an interactive art installation that will be sprinkled throughout the district, inviting everyone to engage, explore, and enjoy.

Opening on **September 26, 2024**, **e/motion** features eight (8) reimagined seesaws, each enhanced with modern technology. As you ride the infinite wave on either end, a glowing liquid in the center ebbs and flows with every movement, creating a dynamic, mesmerizing display.

The Arts Council of Fayetteville-Cumberland County, a core investor in this project, believes that investing in interactive art not only brings joy but also has tangible economic benefits for the community, small businesses, and the overall sense of place.

The Fayetteville Public Works Commission (PWC) proudly supports this LED-lit exhibit. “As PWC looks forward to celebrating Public Power Week in October, and I can think of no better way to celebrate art in our community,” said Timothy L. Bryant, CEO/General Manager of PWC. “The energy and motion of the art pieces, combined with the glowing liquid, reflect the core services we provide as Fayetteville’s Hometown Utility.”

Chris Cauley, Director of Economic and Community Development with the City of Fayetteville, said, “The ‘vital’ in revitalization refers to life, energy, and vibrancy. Revitalizing downtown means bringing it to life with people and experiences. Placemaking initiatives like **e/motion** are fantastic opportunities to infuse the human experience into our downtown development efforts, and the City of Fayetteville is proud to support this initiative”.

e/motion was created by Olivier Landreville in collaboration with Serge Maheu, produced by Init, and tour-produced by Creos. According to Landreville, **e/motion** offers “endless possibilities to create the perfect wave. By manipulating or riding the seesaw, the user immediately takes control of the wave and, therefore, the experience.” Landreville hopes the installation will transport people of all ages back to the carefree joys of life. The Cool Spring Downtown District is no stranger to showcasing interactive art. Past exhibits like **Prismatica** and **Mi Casa, Your Casa 2.0** have delighted the community, and **e/motion** promises to do the same. Join us for the opening ceremony on **Thursday, September 26th, 2024, at 5 PM**, as we welcome **e/motion** to the district.

Thanks to our community partners—the Arts Council of Fayetteville-Cumberland County, The City of Fayetteville, PWC, ERA Strother, and local art enthusiasts Eric Lindstrom and Kennon Jackson, Jr.—**e/motion** is free and open to the public in downtown Fayetteville through **November 4, 2024**. Don't miss this extraordinary opportunity to experience the magic of **e/motion**!